

PHILIP MORRIS USA**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Premium Brand Managers**DATE:** 7/12/96**FROM:** B.A. Reuter**SUBJECT:** Lead Brand Designation by Market

Earlier in the week you supplied your key market lists to me for the purpose of designating lead brand focus in all our Point of Sales Materials, including our B-Display at retail. I in turn submitted your desires to the sales organization. Both you and Sales also had the lead brand designation list from last year when we introduced the new display as food for thought in preparing our directions for the field for the October 1996 visibility drive.

Sales would like to maintain the same list that was used last year. But, I thought it best to go back to each of you and ask you to please review the new "Lead Brand Index" and the old "OPB Designated Brand Market List" and draft a reduced lead brand index. I will then hold a brief meeting - perhaps we can do so at the Kent Zerangue session on Monday to come up with a final list for Sales to use. It is a way to specify which of you actually "wins" a market. Please understand that this lead brand designation will drive the headers as well as all other permanent POS placements.

Thanks for your help. The revised list is due to Trade Marketing on Tuesday so there is some urgency.

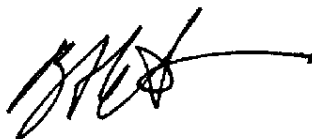
Attachments

cc:

P. Kornbluth

S. LeVan

K. Zerangue



2071440189